

10-2868/a

20 April 1958

*cash*  
William Benton, Esq.  
Publisher & Chairman  
Encyclopaedia Britannica  
342 Madison Avenue  
New York 17, New York

Dear Bill:

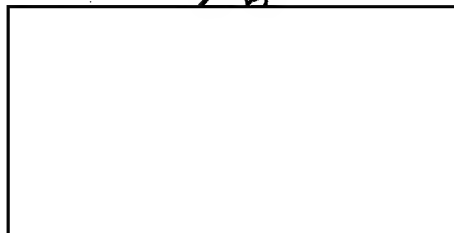
I have your letter of April 8, 1958,  
with regard to Britannica's current "Book of the  
Year". I sincerely appreciate your thoughtfulness  
in sending me a copy.

Sincerely,

Allen W. Dulles  
Director

STAT

AWD/ji  
1 - DCI  
1 - ER w/basic  
1 - Reading



(EXECUTIVE REGISTRY FILE *B*)

Reprinted from New York Times Book Review Section

**Just off the Press!**

**1958 EDITION Britannica Book of the Year**  
The illustrated factual record of great events of an important year

including two exclusive and timely stories of worldwide importance:  
**THE NEW CHALLENGE**  
by Chester Bowles  
U. S. Ambassador to India and Nepal, 1952  
**A Forward Look at COMMUNICATIONS**  
by Maurice S. Michell  
President, Encyclopedia Britannica Press

**Giant Volume 8 1/2 x 11**  
**864 PAGES**  
**1,000,000 WORDS**  
**OVER 500 ILLUSTRATIONS**  
**MORE THAN 1,000 ARTICLES**

*Published by Encyclopaedia Britannica to commemorate the important year we've just lived through*

## The Book that Gives You a Permanent Record of the Year that Launched the "Space Age"!

### COVERS EVERY IMPORTANT EVENT OF 1957!

1957 was a never-to-be-forgotten year! A year of significance to born and unborn generations! So that everyone who lived through it can have a permanent record of its historic events, the Encyclopaedia Britannica has published this important 1958 Book of the Year.

### Most Significant New Book You Can Own

This stirring book will give you new understanding of the fast-moving events of 1957 and the present and future events they foreshadow.

There are fascinating reports on the Sputniks as well as on our own earth satellite programs and the part they played in the International Geophysical Year. Our progress in the whole field of guided missiles is also reported—along with the 1957 integration conflicts, union leadership investigations, sports events, and medical advancements. *Every important happening of a momentous year* is covered in this documentary publication. It is a book you will refer to again

and again—this year and in the years to come. A book that will give you the knowledge you need to discuss the world-electrifying events on everyone's tongue! A book your children will find invaluable now and later for school work! A historic book you and your family will cherish for generations.

### Free Examination

Don't miss this opportunity to see this extraordinary book. Examine it free of charge for seven days. From its handsome binding through all 864 pages, this mammoth volume is a truly impressive publication. There are more than 1000 fascinating, authoritative articles by scientists, industrial leaders, labor leaders, military men, sportsmen—

everyone a leader in his field. The illustrations are profuse and magnificent—500 exciting photographic records of the year 1957. Send in the coupon today for your free examination copy. This truly significant book of our times will be available for a limited time only, so please mail in the coupon now before it slips your mind.

### SEND NO MONEY! MAIL COUPON TODAY!

Encyclopaedia Britannica Press, Dept. YB-100  
425 North Michigan Avenue  
Chicago 11, Illinois

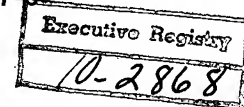
Without obligation, please send me for 7 days' FREE EXAMINATION your important new publication, the 1958 BOOK OF THE YEAR. When my volume arrives, I may examine it for 7 days without any obligation whatsoever. At the end of this time, if I don't agree that it is one of the most significant books ever published, I may return it and owe absolutely nothing. Otherwise, I will send \$3.00, plus a few cents for shipping and handling, and then \$3.00 a month for the following three months.

Name \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ **CHECK HERE TO SAVE!** Enclose \$12.00 with this coupon as full payment, and we will pay all shipping and handling charges. (Same return privilege with full refund, of course.)



ENCYCLOPAEDIA BRITANNICA

342 MADISON AVENUE

SUITE 702

NEW YORK 17, N.Y.

WILLIAM BENTON  
PUBLISHER & CHAIRMAN

April 8, 1958

The Honorable Allen Dulles  
Central Intelligence Agency  
Washington, D. C.

Dear Allen:

I am asking my Chicago office to send you, with my best wishes, Britannica's current "Book of the Year". It is just off the press.

This 1958 edition, which records major American and world developments of 1957, contains above a million words and some 500 illustrations and tables - in more than a thousand articles. If you couple these figures with the fact that the 1958 printing of the Encyclopaedia Britannica itself - the parent of the Yearbook - contains four million new words (out of 39 million), you will get some idea of the pace of change in the modern world.

It is of course a temptation each year to try to spot those developments which will have the greatest historical impact. Few would deny first place for 1957 to the sputniks. I like to think those who read my 1956 Britannica Yearbook article on "The Voice of the Kremlin" were not unprepared for this Soviet achievement. In his special article for this year's book, Ambassador Bowles leads off appropriately on the significance of the sputniks. I call your attention also to the imaginative article on communications by my associate, President Maurice Mitchell of Encyclopaedia Britannica Films, and to the wonderful drawings by Saul Steinberg that illustrate it.

My hunch is that 1957 may also be remembered as the year a "test depression" began to develop in the United States. Has America at last learned to counteract the early symptoms of depression so as to prevent their deepening into disaster? In today's world of competitive co-existence, the answer 1958 gives us will affect profoundly the shape of the future throughout the earth.

I hope you may find many reasons during the coming months to use Britannica's Book of the Year. I am happy to be able to send it to you.

Sincerely,

A handwritten signature in cursive script that reads "Bill Benton".

William Benton